

**U. S. Steel Co. Leads With
Three Salary Increases To-
talling \$33,000,000.**

Bear Mills Manufacturing Company
Bonus of two weeks extra salary.
Bonbright (William P.) & Co.—Bonus

Kohler & Campbell Piano Company—
Forty thousand dollars to be distributed

Seaman, Frank, Inc.—Ten thousand dollars distributed among employees.

Phones: Madison Square 2350-2351.



Fair List Prices |  | Fair Treatment |

≡ Bring Back Any ≡ **GOODRICH** **BLACK SAFETY TREAD TIRES**

That Owe You —Anything—

FROM Maine to California, and on around the world, The B. F. Goodrich Company sends forth this all-including invitation:

Bring back any Goodrich tires you feel have failed to give you right service.

Goodrich will make good all their shortcomings—be they little or big—will make good fairly and squarely, generously and gladly.

There are NO STRINGS to this offer—NO CONDITIONS—NO CATCH WORDS.

It is an open-handed, arms-outstretched invitation urging you to bring your *grievance* and *your* tire to Goodrich, and get a *reckoning* at the hands of *Goodrich Fair Treatment*.

For The B. F. Goodrich Company is more eager than any tire user that the slightest fault in a Goodrich Tire has been squared.

THE GOODRICH SUPER-GUARANTEE

A Goodrich Black Safety Tread Tire carries with it in the market an unwritten SUPER-GUARANTEE that it is the best fabric tire, the largest, oldest, most resourceful rubber manufacturer can produce.

The very name of Goodrich pledges it to the best service a fabric tire can give—style, comfort, freedom from tire trouble, and mileage.

The buyer takes *no risk* with it. It *must return* the high service Goodrich demands of it, or Goodrich Fair Treatment steps in, and *squares* the account.

Only the *user himself* can prevent a Goodrich tire from rounding out the best dollar for dollar service—by his *failure to bring back* a Goodrich tire that has failed him.

THE B. F. GOODRICH COMPANY, Akron, Ohio

NEW YORK BRANCH—1780 BROADWAY

Telephone Columbus 8700

Also maker of the wonder tires Silvertown Cord Tires

"BEST IN THE LONG RUN"